

## ABSTRACT

5 The present invention relates to an arrangement (and a method)  
for protection of end user personal profile data in a  
communication system comprising a number of end user stations  
and a number of service/information/content providers or holding  
means holding end user personal profile data. It comprises an  
10 intermediate proxy server supporting a first communication  
protocol for end user station communication and comprising means  
for providing published certificates, a personal profile data  
protection server supporting a second communication protocol for  
communication with the intermediary proxy server and a third  
15 communication protocol for communication with a service/  
information/content provider, and an application programming  
interface (API) allowing service/information/content provider  
queries/interactions, and comprising storing means for storing of  
end user specific data and end user personal profile data. The  
20 intermediary proxy server comprises means for verifying the  
genuinity of a certificate requested over said second  
communication protocol from the personal profile protection server  
against a published certificate and the service/information/  
content server can request, via the API, personal profile data and  
25 personal profile data is delivered according to end user  
preferences or in such a manner that there is no association  
between the actual end user and the personal profile data of the  
end user.

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(Fig. 1)